

Message Text

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PAGE 01 MILAN 00163 030054Z
ACTION EUR-12

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-----017674 031229Z /15

R 020835Z FEB 78
FM AMCONSUL MILAN
TO SECSTATE WASHDC 5827
INFO USDOC WASHDC
AMEMBASSY ROME
AMEMBASSY PARIS
AMCONSUL GENOA
AMCONSUL TURIN
AMCONSUL NAPLES
AMCONSUL PALERMO
AMCONSUL FLORENCE
AMCONSUL TRIESTE

UNCLAS MILAN 0163

EO 11652: NA
TAGS: BEXP IT
SUBJECT: JANUARY SHOW FINAL REPORT

1. PROCESS CONTROL INSTRUMENTATION EXHIBITION
2. US TRADE CENTER MILAN ITALY
3. 34 PARTICIPANTS FOR 51 EXHIBITORS
4. SALES DURING SHOW: DLR79000
5. SALES PROJECTED NEXT 12 MONTHS:

- A. NTM- DLR3,459,000
- B. OTM - DLR350,000
- C. TOTAL- DLR3,809,000

6. TEN EXHIBITORS THOUGHT EXREPS
 7. THREE EXREPS APPOINTED DURING SHOW
 8. AN ADDITIONAL NINE EXREP APPOINTMENTS EXPECTED IN
FOLLOWING 12 MONTHS
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9. NA
10. TOTAL REGISTERED VISITORS: 1616
TOTAL HANDCOUNT: 2100

- 11.A) MOORE INDUSTRIES INC, SEPULVEDA, CA. NTM SEEKING REP
EXHIBITED PROCESS MONITORS CONTROLS AND ALARMS. APPOINTED
ONE EXREP DURING SHOW. PROJECTED SALES OF 45000 NEXT 12

MONTHS. MR. J A MCKENNA EXECUTIVE VICE PRESIDENT: "THE SHOW WAS EXCEPTIONAL WELL RUN. ALL DETAILS AND ANY MINOR PROBLEMS WERE QUICKLY HANDLED. THE SIZE OF THE ATTENDANCE WAS APPROXIMATELY AS EXPECTED BUT THE QUALITY WAS EVEN BETTER. WE WOULD DEFINITELY RECOMMEND THIS TYPE SHOW TO OTHER US MANUFACTURERS WE KNOW AND PLAN TO USE THEM OURSELVES IN OTHER COUNTRIES.

B. SEMCO INSTRUMENTS INC, N HOLLYWOOD, CA. NTM SEEKING REP EXHIBITED SPECIALTY TRANSDUCERS AND NUCLEAR OPERATIONAL TEST EQUIPMENT. COMPANY REPORTED 15 GOOD EXREP LEADS WITH AN APPOINTMENT EXPECTED WITHIN NEXT MONTH, ADDITIONALLY IT IS EXPECTED THAT SALES LEADS CAN EASILY RESULT IN \$150,000 OF SALES IN FIRST YEAR. MR. M S MOORE PRESIDENT WROTE: "EXHIBITION EXCEPTIONALLY WELL RUN. COOPERATION AND ASSISTANCE WAS PROVIDED WITHOUT HESITATION. ATTENDANCE AND PROSPECTS MUCH MORE THAN WAS EXPECTED PRIOR TO START OF SHOW. ALL PERSONNEL ARE TO BE COMMENDED. BELIEVE THIS EVENT TO BE EXTREMELY EFFECTIVE AND HIGHLY RECOMMENDED."

C. DORIC, SAN DIEGO, CA ONE OF THREE COMPANIES REPEATED BY ELETTRONICA - A LOCAL ITALIAN REP. DORIC SHOWED PROCESS DATA LOGGERS. MR. DE WEERDT, EUROPEAN MARKETING MANAGER FROM BRUSSELS REPORTED 152 EXCELLENT LEADS WITH PROJECTED \$100,000 SALES. HE WROTE: "I HAVE EXHIBITED AT A GOOD NUMBER OF USTC SHOWS. THIS IS THE BEST OF ALL TO DATE. EXTREMELY UNCLASSIFIED

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QUALIFIED LEADS, EXCELLENT AUDIENCE. KEEP UP THE FIRST CLASS PROMOTION THANKS TO USTC STAFF."

12. THIS PARTICULAR EVENT MUST BE RECORDED AS ONE OF THE MTC'S MOST PLEASANTLY SURPRISING SHOWS. SHOW BEGAN WITH AN EXCELLENT FIRST DAY (358 VISITORS) THEN WENT ON TO PROVIDE LARGE DAILY VISITOR COUNT. ATTENDANCE COMBINED WITH EXCELLENT CALIBER OF VISITORS PROVIDED MTC WITH ONE OF BEST SHOWS EVER. MTC WAS PLEASED TO HAVE VISIT FROM EMBASSY ROME. DCM ALLAN HOLMES WHO WITH MILAN CONSUL GENERAL FINA WERE TAKEN THROUGH SHOW BY DIRECTOR WHITMAN.

THIS SHOW WAS DEFINITELY HELPED BY FIRST CLASS PROCUREMENT FROM BOTH OIM AND MTC, AND IS A THEME TO BE REPEATED. MTC AND EVENT IN GENERAL WERE GREATLY HELPED BY PERSONNEL EFFORTS OF BILL MCCLURE, OIM SHOW PROJECT OFFICER WHO ALSO FOLLOWED UP A GREAT PROCUREMENT JOB BY COMING TO THE SHOW. FINA

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Disposition Reason:
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